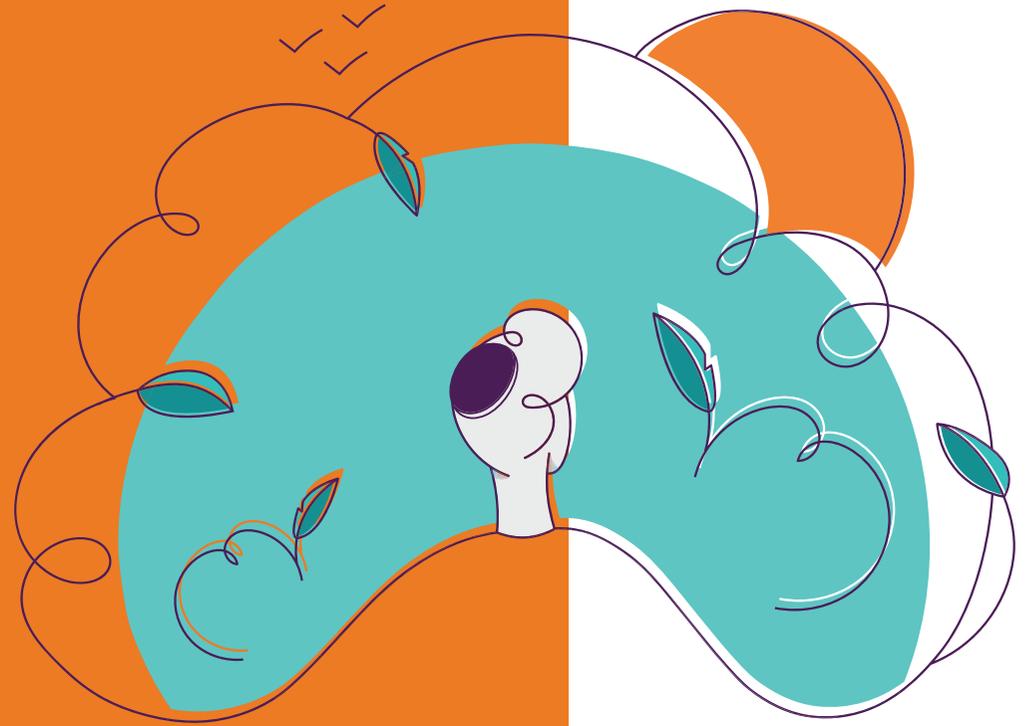




PLANNING YOUR CARBON JOURNEY



PLANNING YOUR CARBON JOURNEY

Whether you're currently thinking about racing to zero, how to be carbon positive or what it would take to get to carbon neutral, it's important to remember this is a journey along the carbon highway. As SMEs with limited resources it might feel like an epic endeavour, so don't forget that even big businesses with sustainability teams are taking the journey one milestone at a time and have been working on the first couple of stops for the last few years.



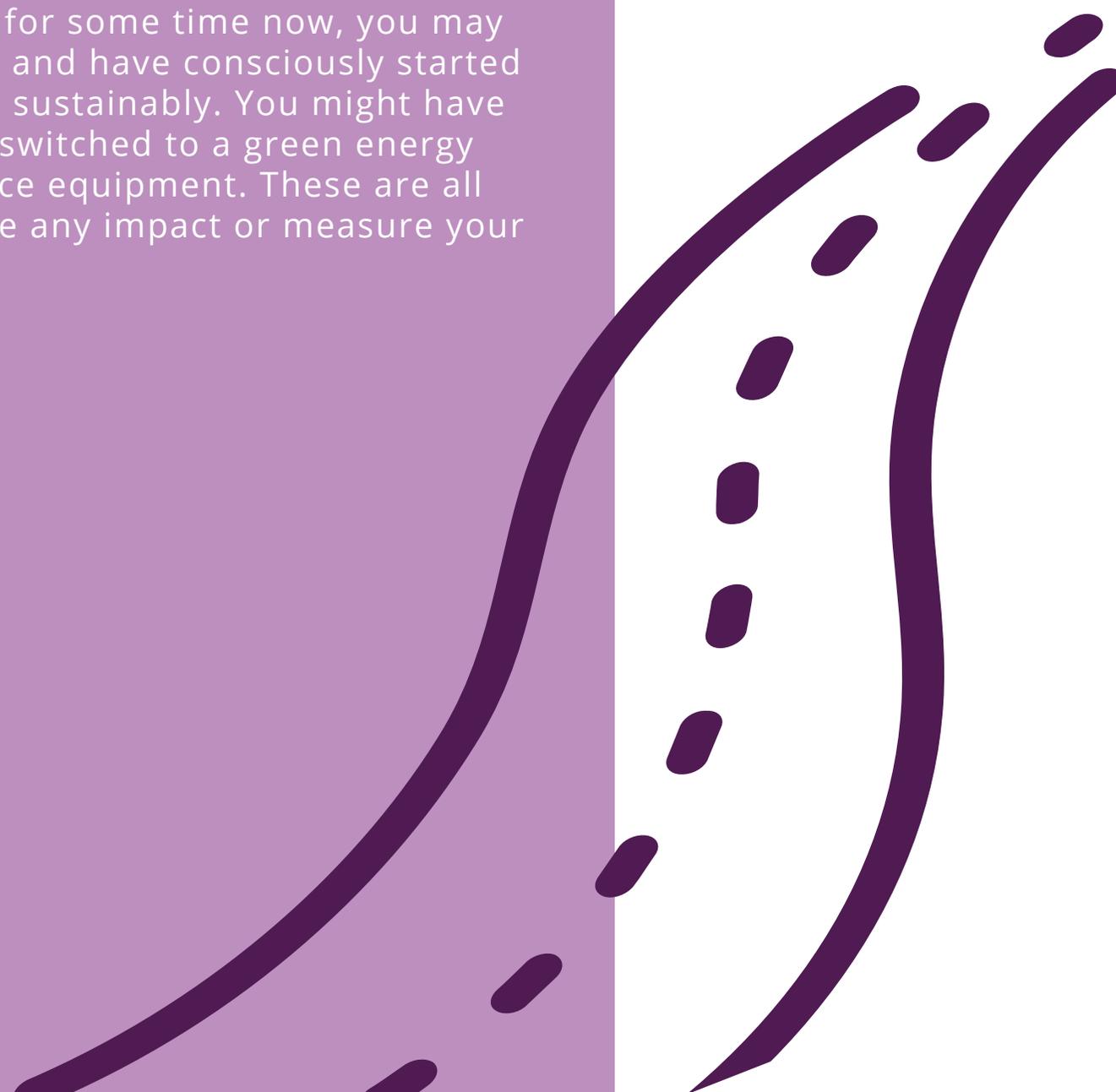
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STOP ONE: CARBON REDUCTION

As climate action has been a hot topic for some time now, you may already be at stop one of your journey and have consciously started making changes to work and live more sustainably. You might have consolidated deliveries to your office, switched to a green energy supplier or sourced more efficient office equipment. These are all positive steps but it's tricky to evidence any impact or measure your work.



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STOP TWO: UNDERSTAND YOUR CARBON FOOTPRINT

The second milestone on your carbon journey is understanding where you're producing carbon in your business, considering Scopes 1, 2 and 3 (this is known as your baseline), and setting goals. You may find that as a result of measuring your carbon emissions, you start to reduce these naturally. But you still need to set some reduction goals. Make them realistic but ambitious and share them with key stakeholders.

To start reducing your carbon emissions you'll need to take positive steps to work more sustainably, looking at all the contributors you identified when measuring your carbon footprint. This is a great step to start bringing other people along on the journey with you. Why not share information with your teams on measuring their personal footprints and support them in understanding the part they're playing?



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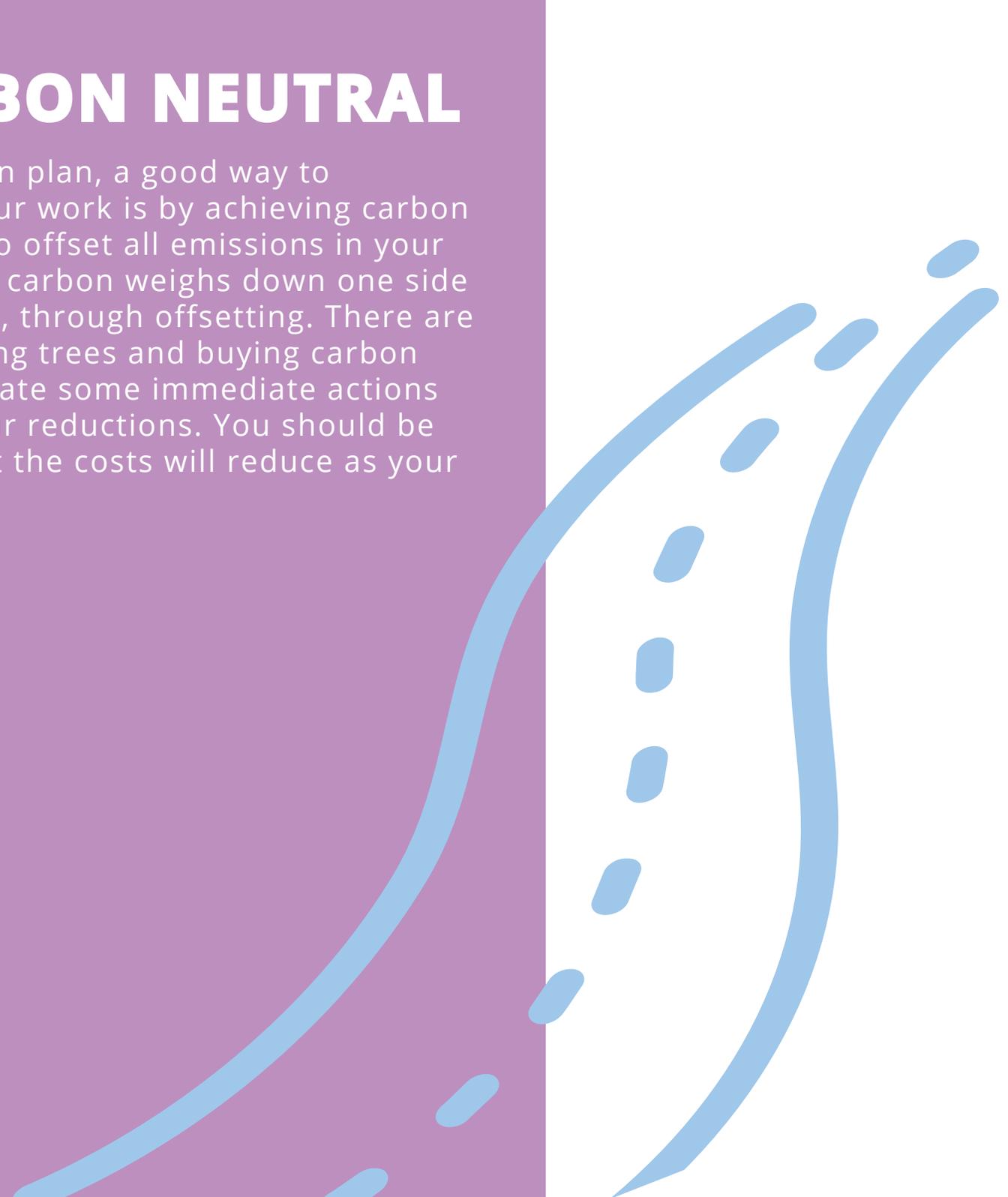


STOP THREE: CARBON NEUTRAL

While you're working on your reduction plan, a good way to demonstrate progress and support your work is by achieving carbon neutral status. To do this you'll need to offset all emissions in your baseline. Think of a set of scales: your carbon weighs down one side and you can balance it, or neutralise it, through offsetting. There are different ways to offset such as planting trees and buying carbon credits. This will help you to demonstrate some immediate actions to stakeholders while you work on your reductions. You should be aware that offsetting costs money, but the costs will reduce as your emissions reduce.



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STOP FOUR: NET ZERO

Now you've identified how you can reduce your emissions you'll also be aware of unavoidable emissions which you don't have control over to reduce. To achieve net zero you'll need to have reduced emissions as much as possible, and any offsetting you do to address the unavoidable emissions must actively remove carbon from the atmosphere. There are a few ways to achieve this: carbon sinks, sequestration or capture and storage. Most larger companies who have worked on their carbon journey for some time are still working to achieve net zero as a longer-term goal.



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STOP FIVE: CARBON NEGATIVE/ POSITIVE

When you get to the fifth stop on your journey, you've reached carbon utopia - your positive actions have culminated in you now removing more carbon from the atmosphere than you're producing - keep going with the great work to make a positive impact on the planet!



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